

CASE STUDY

# Recruiting for the RAF hits new heights

How Echo helped achieve a 400% uplift in candidate registrants



Having supported its recruitment since 1999, Echo built a strong relationship with the RAF. This partnership was underpinned by our deep understanding of the RAF and the many professions it offers. By combining this knowledge with expertise in 24/7 communications across traditional, digital and social media channels, Echo took the RAF's recruitment to new heights of success, a factor recognised by the RAF who acknowledge our "15 years of intuitive and innovative development."

## THE CHALLENGE

**How to recruit the right people to sustain RAF operations**

The RAF's recruitment mission is to recruit the right candidates to meet Regular and Reserves Into Training Targets (ITTs). Echo's challenge was to:

- Target the right prospects
- Keep potential recruits on the radar and avoid candidate drop out
- Recruit candidates just in time
- Engage candidates through their channel of choice at their time of choice
- Ensure consistency of message across teams and channels

## ACTION

**Working in partnership to enhance candidate experience**

Echo's contact centre agents, multi-channel expertise and best practice processes have all had a role to play in meeting the challenge:

- Our dedicated RAF team engaged with potential recruits, developed relationships, and transferred "hot" leads back to the RAF
- If the RAF wasn't recruiting for a specific role, the Echo team carefully nurtured warm recruit leads, sending out regular outbound emails, SMS contacts and outreach event invitations to ensure they remained engaged
- Our team provided high quality consistent candidate support, answering calls, fielding emails and managing social media interactions – responding quickly, efficiently and intelligently 24/7
- Echo added further value by providing analytics-based feedback, matching roles to gaps and assisting the RAF to improve the profiling of potential recruits

This in-depth understanding of the candidate journey, intelligent use of data and efficient use of existing agent resource delivered excellent results for the RAF.

*"Since the start of our relationship, some 15 years ago, you have provided us with a first-class service. The innovations and developments you have overseen over the years has resulted in an exponential growth in call volumes, which have been supported by an outstanding CRM package; indeed, the customer and partnership-focused awards you have been nominated for in the past few years are testament to the exemplary organisation that you are."*

**Group Captain - RAF Recruitment  
C C Coton**

**The right people. The right processes. The right customer experience.**

# RESULTS – Intuitive and innovative developments lead to exponential growth & outstanding CRM



## Increased registrations

Our innovative new lead management approach not only resulted in a 400% in candidate registrants, but the RAF also noted an increase in the quality of applications.



## Improved conversion

Keeping candidates engaged and warm via our proactive outbound contact programme, we were not only able to deliver recruits at just the right time, but also to reduce candidate drop out.



## Great candidate experiences

First impressions count, and by engaging recruit leads via their preferred channel 24/7, our dedicated, expert team were able to enhance candidate experience.



## Client satisfaction

The RAF rated our quality of support, contact handling, project implementation and financial value all as a fantastic 5/5.

## What the RAF said...

*“Echo has been an integral stakeholder in delivering the RAF’s mission in support of the UK defence vision and each member of the Echo team has a sense that they – individually – have been an important part of the recruitment process.”*

Squadron Leader - RAF Recruitment  
Ted Sellers



Echo’s RAF team immerse themselves in a gruelling RAF physical team-building programme

## Key Insight

### How we maximised ROI

Echo focused its attention on delivering more return for the same budget. We used our planning infrastructure to identify pockets of opportunity for handling contact via different channels and spells of low inbound response to carry out outbound work. This helped drive through more positive engagement and ultimately registrations with minimal or no additional investment.

## Quality customer contact & engagement from Echo

Choosing our outsourced, insourced or managed customer contact service gives you control over every aspect of your customer contact strategy. Working together, we enhance the quality of your customer interactions at every touchpoint, engaging customers via their preferred channel and delivering an exceptional customer experience.

## Contact:

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**The right people. The right processes. The right customer experience.**